

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02339 151342Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----151451Z 039472 /43

R 151236Z MAR 77  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1652

UNCLAS TEHRAN 2339

EO 11652: N/A  
TAGS: BBSR IR  
SUBJ: WTDR/FTI

REF: USDOC 1223

1. IRAN 2. CNTRY CODE: 507 3. SER NO:
  4. SAYEH ROSHAN CO. LTD.
  - 4A. CODE: K 4B. CODE: A 4C. CODE:
  5. AVENUE KOOROSH KABIR, SAYEH ROSHAN BLDG.
  6. TEHRAN, IRAN
  7. ESTABL: 1973 8. EMBPL: 140 9. SIZE: (20-X) MEDIUM
  10. REPUTATION: (22-X) GOOD
  11. MANUFACTURES, DISTRIBUTES, RETAILS VERTICAL BLINDS, VENETIAN BLINDS AND FOLDING DOORS. IMPORTS PARTS FOR THE ABOVE PRODUCTS, WALL PAPER, CARPETING, FLOOR TILES, AND ACOUSTIC TILES.
  12. RPT. DATE: 3/77
  - 13A. 26610/5231 IMP. AGT. DIST.RET. OF BUILDING PAPER
  - 13B. 22700/5231 IMP. AGT. DIST RET OF FOLDING DOORS
  - 13C. 25910/5231 IMP.AGT. DIST. RET OF DRAPERY HARDWARE AND BLINDS
  14. CONTACT: ESMAIL ZAREIE TITLE: MANAGING DIRECTOR
  15. CABLE: SAYEHROSHAN 16. TELEX: 212946 SARO IR
  17. TEL: 850000
  18. FINANCIAL REFS: BANK MELLI IRAN
  19. TRADE REFS: SAME AS (20)
  20. AGENCY REFS: UNITED DESOTO, USA, WALL COVERINGS, 1956; SOTENA,
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ITALY, TAPE FOR VENETIAN BLINDS, 1964; I.C.I. ENGLAND, WALLPAPER, 1971; BERTONI AND COMPANY, ITALY, VENETIAN BLIND, 1964; E. KISTLER ZINGG AG, SWITZERLAND, MOQUETS, 1971; HARDING CARPETS LTD. CANADA, MOQUETS, 1977.

21. FIRM WAS ESTABLISHED IN 1973 WITH 50 MILLION RIALS REGISTERED CAPITAL, AND WORKING CAPITAL OF 300 MILLION RIALS. MR. ZAREIE IS MANAGING DIRECTOR, AND HIS BROTHER ALI, HIS

WIFE GH. NIAVARANI, AND THEIR SIX CHILDREN ARE PARTNERS. FIRM IMPORTS FROM U.S. ITALY, ENGLAND, CANADA, AND ISRAEL AND ALSO MANUFACTURES, DISTRIBUTES, AND RETAILS IN IRAN. PRODUCTS FIRM MANUFACTURES ARE: VENETIAN BLINDS, VERTICAL BLINDS, FOLDING DOORS. FIRM IMPORTS PARTS FOR MANUFACTURING THE ABOVE MENTIONED ITEMS, WALL PAPERS, MOQUETS, FLOOR TILES AND ACOUSITC TILES. BANKING SOURCES RATED THE FIRMS REPUTATION AS GOOD, AND EMBASSY RECOMMENDS FIRM AS A GOOD TRADE CONTACT.

22. PREPARED BY: A. OMIDI APPROVED BY: DAVID E. WESTLEY  
ATAMEMBASSY TEHRAN  
MIKLOS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 15-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Litigation History:**  
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**Message ID:** 45fe80b7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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